Red Cross Program Needs Help

March is Red Cross month, and to help the public understand, more fully, the Red Cross story, here are some facts about one phase of Red Cross work which is close to home. According to Mr. Frank McFann, chairman of the Appomattox Red Cross Chapter, the Red Cross is responsible for 75 per cent of all blood used by hospitals — the largest single source of blood in the country. Last year, for the first time since its civilian program was founded in 1940, it sent whole blood into the areas of the 48 States and the District of Columbia.

Not one but two have been found for a transfusion widely used since the mid - 1940's. That is gamma globulin, an immune, defeating ingredient of blood. For a decade or more it has fought measles and hepatitis.

Now it has been discovered that some persons suffer from a gammaglobulinemia. This means, simply, they lack gamma globulin and therefore they haven't the normally healthy person's resistance to germs and are chronically ill from one infection or another. Regular injections of gamma globulin have been found to give them the ability to throw off infections.

The real benefactor of these people are the many thousands of people all over the country who get blood from the Red Cross, are the blood donors. Last year, there was an average of 182,000 of them a week.

Coming to records at the Roanoke Regional Blood Center, during the eleven month period from July 1956 through December 31, 1957, Appomattox County people received benefit from 214 pints of blood from the Blood Bank. During the same period, Appomattox County people donated 149 pints.

Going to Bloomfield next comes to Appomattox, remember — Blood Saves Lives! Volunteer!

VA. BEEF CONGRESS TO HEAR BENSON

The national spotlight will focus on Virginia when Secretary of Agriculture, Ezra Taft Benson, addresses the state's beef cattle raisers, meat packers, and livestock auction men at their first annual "Beef Congress" at the Natural Bridge, on February 17 and 18.

Ranking as a beef producing state, Virginia's vast expanses of fine grazing land bring to the state some of the top feeder cattle on the Eastern Seaboard.

Commercial cattle operations, such as the giant Stuart Land and Cattle Company in the Southwest corner of the state, are furnished with many purebred Angus, Hereford and Shorthorn cattle breeders throughout the state.

The two-day convention, which is being sponsored by state organizations concerned with beef production, nationally prominent figures in the industry.

VEPCO WINS RECOGNITION

For the third consecutive year, the Southside District of Virginia Electric and Power Company, with headquarters in South Boston, has been the Company's Accident Eliminator Contest, James V. Barker, District Manager, has reported.

The contest, conducted by Vepco Safety Department, is aimed at stimulating interest in safety on the job. Said the Southside District, has gone for two and a half years without a disabling work injury.

The award for 1957 showed that the Southside District personnel logged 2,000,000 man-hours, and operated 1,252,000 vehicles miles without a disabling work injury.

Awards have been presented to district offices in the district at South Boston, Emporia, Lawrenceville, Chatham, Chase City, Victoria, Halifax Power Station, South Hill, Altavista, Farmville and Crewe.

"MISS VIRGINIA HEART" OF 1958 NAMED

"Miss Virginia Heart of 1958" is Bettie Wray Southworth, of Richmond, 15-year-old girl, who through heart surgery, recovered from a congenital heart condition which doctors had termed as incurable until this type of operation was developed.

Her selection by the Virginia Heart Association was announced by Dr. Paul Dudley White, noted Boston heart specialist, who presented her the association's certificate award. The ceremony took place at the Virginia Heart Association's Heart Fund Campaign kick - off luncheon meeting at Hotel Chamberlin, Old Point Comfort, Saturday Feb. 1.

Bettie is the daughter of Mr. and Mrs. Webb D. Southworth and is a ninth grade student at the Albert Hill School, Richmond.

Bettie's parents learned when she was 18 months old that she had the heart condition from which she suffered until her operation last August. Her parents were told year before last that doctors had just started performing this type of operation.

"This news offered us a ray of hope," Mr. Southworth said.

"The examination resulted in the substantiation of the diagnosis that had been made, that the trouble was an upper atrium septal defect, an opening in the wall between the two upper chambers of the heart. This opening, which was closed in the approximately 7-hour operation, was found to be as large as a 50-cent piece."

In preparation for the operation, Bettie was frozen, her temperature being reduced by an ice bath after which she was anesthetized. When the doctor operated, he opened the heart and closed the opening.

A week after her aperation, Bettie returned home, to school, and to dancing.

DOWNED DUCK TRACED

Presho, S. C.- Walter Jacoby shot and killed a banded pintail duck 8 miles northeast of Presho.

He gave the band to Charles Kilburn, the State Game Warden, who sent it to the United States Fish and Wildlife Service for identification.

The service reported that the band had been placed on an adult female pintail one mile east of Selma, Alaska, on Aug. 10, 1955.

Greek Cypriots continue their internal strife.

Farmers to vote in tobacco referendum.

Play safe — drive carefully.

Builders ask extension on G. I. loan rates.

Tanker cancellations laid to U. S. oil quotas.

Great expansion of shipyards in past year noted.

Educational advisory council for President asked.

Weather forecasters get plan for missile age.

Dial 2811 with Personals.

Fellow Senators express regret at the announcement by Senator Byrd that he will retire.

See us for

RUBBER STAMPS

made to order

INKING PADS

DATER STAMPS

The Times-Virginian

THE BIBLE SPEAKS

BY DR. KENNETH L. FOREMAN

Bible Material: Luke 4:42-43; 8:1-3; Romans 10:14-15; 1 Corinthians 1:18-31; Ephesians 3:8-9.
Devotional Reading: Mark 1:14-20.

Faith By Ear

Lesson for February 16, 1958

WHY IS there so much talking in church? It is the preacher that is. There are demonstrations that don't take much stock in preaching, and in convenience is not famous for good sermons. But the churches do some time this year, they all possibly, should hear. They make a great deal of it. When you attend a worship service at 11 A.M. on Sunday in one of these churches, out of an hour's time you will be expected to listen to a man talking. At least half that time (doubtless you not what the preacher is trying to say, faster if he just passed out leaflets containing his sermon, he cancelled out).

Dr. Foreman

The Christian custom of preaching arose because this religion took its start among illiterate people. Those who could really read and write, beyond a few words, were far more rare than they now are in the civilized lands of the world. Furthermore, since all the first Christians were Jews, they were already used to the synagogue service, where from childhood they had been brought up to expect some one to read aloud and to explain the Scriptures.

Person to Person

If the Christian church had depended, when it began, on written literature, it would hardly have got a start. All through the New Testament one finds expressions like "faith comes by what is heard." Not by what is read! The very word "preaching" means proclaiming, and seldom refers to written proclamations. The question may occur to a modern Christian: Isn't this out of date? Don't we live in an age of public schools and literacy? Are we expected always to have faith by ear, as it were, and not by eye?

There are many good reasons why even the most progressive churches have no intention of giving up preaching, or to put it on one side. It is quite true (and has always been true) that there are other ways of "hearing" the Gospel than by ear. Nevertheless preaching is still blessed by God. This does not mean that every so-called sermon enjoys God's blessing. Some "preaching" is no better than a lot of unlovely noise. But preaching is blessed: that is, by it men are aroused from indifference to God, they are converted, growing Christians are helped to grow and suffering Christians are helped to take their burdens in a Christian way. Why is this? One of the reasons is that good preaching is person-to-person. It has a this-means-you overtone in it. A written thing can be ignored, thrown into a wastebasket; but it is harder to ignore a sincere man who is talking to you about God and you.

Congregations could help themselves, and the preacher, if they would do something about this. To make out what the subject is.

What's He Driving At?

The common expression, "What's he driving at?" really means, What is he trying to say, in a nutshell? What is the theme, the topic, the subject of his remarks? A poor preacher may not even know, or he may know what he is trying to talk about, but his actual sermon may cast no light whatever on his subject. But in a good sermon everything the preacher says comes out of his central theme or idea. And—a most important point: his central theme or idea ought to be drawn from God's Word. If not, then the so-called preacher is actually only reading an essay or giving a rambling talk on some of his own notions.

What's He Driving For?

If a minister really preaches the Word of God, if he takes the whole Bible for his base-line, he will not lack for vital and thrilling subjects. But one of America's most famous preachers, whose wife used to ask him regularly every Friday night, "Darling, what's your subject for next Sunday?" was thrown into a tailspin by a different question from her, one night: "Darling, what's your **object**?" Preaching, when it is good, is persuasive. The object is to take people from where they are at least a little nearer to where they ought to be. Ministers are often taught to "preach for a verdict." If a minister is really preaching the Word, he will be proclaiming the Way of Life. He will be making the way to God simple, and the life in God real. Like Paul, he wants by all means "to win some"—to Christ.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

STUDY SHOWS ROOM FOR IMPROVEMENT IN POULTRY DISTRIBUTION

When the housewife goes to her local retail market to buy poultry, she may or may not find what she wants.

Dr. John T. Buck, agricultural economist at VPI Agricultural Experiment Station, has just finished analyzing data from a study made in 255 retail food stores in 46 towns and cities of less than 50,000 population in Virginia. He concludes that there's room for improvement in distribution of poultry meats in the smaller markets. Along with many people in the poultry industry, he believes that improved distribution in these smaller markets would result in the more frequent appearance of chicken and turkey on the consumer's dinner table.

The study in Virginia was part of a southern regional research project. Of the states surveyed, 71% handled fresh frying chickens, 48% handled frozen frying chicken, and 38% handled stewing chicken. Turkeys were handled by 56% at some time during the year.

Fresh fryers, not cut up, were more readily available than were fresh cut-up fryers. Fresh individual frying chicken parts were available in only 18% of the stores, 39% of the stores handled frozen cut-up fryers, and 34% handled frozen frying-chicken parts.

Of the 181 retail food stores handling fresh fryers, about half of them offered fryers for sale only during the last half of the week. As size of store increased, the proportion of stores offering the various forms of fresh and frozen poultry meat increased. Chain stores offered a wider variety than did the independent stores. One-third of the 142 retail stores handling turkeys offered them for sale all year, one-half sold them only at Thanksgiving and Christmas, 7% sold them on order at any time during the year, and 10% sold them on order only during the holiday seasons.

Over 2/5 of the stores handling fresh frying chicken sold the most during the summe rmonths; and 45% of the 95 stores handling fresh stewing chicken reported selling most during the winter months.

Nearly 3/5 of the stores which handled fresh frying chicken bought all or part on the basis of federal and state grades. About 1/3 of the stores stocking fresh stewing chicken bought it on the basis of grades; and 3/4 of the stores handling turkeys bought turkeys graded under federal-state supervision. Most of the stores bought poultry meats from one or two suppliers.

In 85% of the stores, fresh chicken was displayed within three days after it was delivered. Only 5% never displayed fried chicken, but kept it in the icebox, freezer, cooler, or underneath the meat display case. A lack of refrigerated space limited handling of poultry in 6% of the stores. Nearly 2/3 of stores used no ice with their display of poultry meat in the refrigerated meat display case; 79% did not prepackage frying chicken at the store; and less than 1/5 of the stores handling turkeys never displayed them. No store surveyed handled turkey parts.

Over 1/3 of the stores handling fresh poultry meats never pricemarked their poultry at any time; 56% did not run price specials; only 30% did any type of advertising of chicken; and 23% of the stores handling turkeys advertised them. Newspaper advertising was most widely used. Only 2% of the stores selling turkeys used store materials such as pennants, posters, and window ads. Nearly 3/4 of the stores handling fresh poultry said it was a comparatively profitable sales item.

Lack of space and equipment, lack of demand, and competition from other stores were given as the major reasons by stores for not handling fresh poultry meats. The stores that did not handle fresh frozen frying-chicken parts.

Stores making fresh frying chicken available all week used a larger proportion of their refrigerated meat display space for fresh cut-up fryers, for fresh frying chicken parts, and for stewing chicken, and less of the space for fresh fryers not cut up, than did those stores selling fresh frying chicken the last half of the week only.

Average yearly gross food sales of the stores making fresh chicken available all week were more than $200,000, or nearly four times as large, as those selling fresh chicken on week-ends only.

Stores which sold the most poultry meat were obviously doing the best job of merchandising. Large, attractive displays of the various forms and packages of poultry meats offered for sale all week tended to increase sales. Many the small independently owned stores in the smaller towns, however, had very limited or no displays of cut-up fryers or of frying chicken parts. Dr. Buck says it would probably be better for such stores to maintain an attractive small display of fresh fryers and frying chicken with the rest of the supply packed with crushed ice or water held in the bottom of the refrigerated meat case or in the walk-in cooler.

The economist says correct pricing and price-marking of all poultry displays is needed. Emphasis on quality, of course, must be continuously stressed. The poultry industry, he believes, has the opportunity to work more effectively with retail food stores in advertising.

PASTURE SCHOOL, FEB.

The Eighth Annual Winter Pasture School will be conducted by the Northern Virginia Research Station at Middleburg on February 20 and 21.

Dairy Day is Thursday, February 20 and Livestock Day is February 21. The Dairy session will consist of a discussion on feeding; the economy of good quality forage; value of grain and protein supplement compared to shelled corn for milk cows.

The Livestock discussion will center around the use of hay for fattening steers; fall and restricted feeding of cows and sucking calves; feeding grain on pasture, and finishing yearling steers; value of forage for fattening steers. Both sections will discussion of weed control; management of alfalfa and clover tall grass pastures.

MISSILE RACE

London England.- Authoritative sources in Britain have said that a missile is now being tested there whose range will be that of either the Thor or Jupiter missiles now in production in the United States.

This missile will be fired from underground sites, these sources said British military scientists regard this as a step beyond United States missiles designed to be fired from ground levels and hence as vulnerable to attack by bombers on an airfield.

White House spurs drive for postal rate increase.

Appomattox is a growing

In Need of

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- BUSINESS FORMS
- PROGRAMS
- BOOKLETS
- CARDS
- DODGERS
- TABULATED FORMS
- GENERAL JOB PRINTING
- LETTERHEADS

?

Then see

The Times-Virginian

REASONS WHY....

There is no telling just how many good reasons could be cited as to why it is to your advantage to Do Business in Appomattox. However, right off, at least SIXTEEN Good Reasons come to mind. And those sixteen reasons are typical of the Town and its Service to this trade area.

Reason One: Appomattox Esso Servicenter, one of the better service stations in this area, right midway through town on 460. Operated by Robert L. Steppe, this station is always happy to welcome and serve you.

Reason Two: Poe Hardware Co. Located on Church Street, this mordern hardware store, operated by C. C. Poe, carries a tremendous stock and features appliances, paints, and everything to be found in an up-to-date hardware store.

Reason Three: LeGrand's Gulf Station. Just West of Town on 460, the LeGrand Brothers, 'Boots' and Ned, have built up one of the top services to motorists to be found anywhere. They are a big drawing card for Appomattox.

Reason Four: Appomattox Hardware Co., Inc. Few people come to Appomattox without stopping by "The Hardware." Their stock is one of the best, and this old-established firm features service as well as sales. Wise customers come from many miles to do business here.

Reason Five: Richard D. Robinson Funeral Home & Ambulance Service. Appomattox is rightfully proud of the new Robinson Funeral Home. And the Ambulance service of this firm is outstanding and sympathetic. Call on them in any emergency.

Reason Six: Coleman's Feed & Seed Store. This populr Southern States Agency serves an ever-growing number of farmers, from modern quarters and with a full stock of feeds, seeds, fertilizers and countless items needed on the farm. It is a major attraction in Appomattox.

Reason Seven: Moses Motor Co. One of Virginia's oldest agencies for sale and service on Chevrolet and Oldsmobile, this firm is known far and wide in central Virginia. Catering to every need in transportation, this firm has greatly helped make Appomattox a Growing Town.

Reason Eight: Pulliam Motor Sales has been in the forefront of serving farmers in and around Appomattoxx County. This firm also has a number of popular appliance lines and welcomes you when you are in town.

Reason Nine: Appomattox Telephone Company. One of the top developments here in recent years has been the growth of our Independent telephone company. Now nearly 1,000 customers are being served, with a modern dial system. This firm is truly "Growing with Appomattox."

Reason Ten: Grinels Motor Co. The phrase 'Your Friendly Ford Dealer' aptly applies to Grinels Motor Co. In splendid new quarters just west of town, this dealer wins friends for itself and for Appomattox by outstanding sales and service.

Reason Eleven: Averett's Department Store. Located in one of the old established mercantile stands on Main Street, this modern department store features an attractive line of wearing apparel and merchandise such as is found in much larger towns. You will like shopping at Averett's.

Reason Twelve: The Bank of Appomattox. Established in 1901, this is one of Appomattox's oldest institutions, Yet it is modern in every way in its service and has customers over a wide area who have found it pays to come to Appomattox for banking business.

Reason Thirteen: J. E. Sears. & Co. Inc. With the motto, "Everything to build Anything" you cover a lot of territory, but Sears literally can supply you with everything in their line. Their splendid new sales store in Appomattox attracts more and more customers to Appomattox. They also have a store in Lynchburg.

Reason Fourteen: Farmers National Bank. This Bank has grown steadily with and for Appomattox. Pleasant personnel attend to your every banking need and Appomattox is indeed fortunate to have such an institution devoted as it is to community service and welfare.

Reason Fifteen: Oscar Jamerson and Sons. The timber business is a major business in and around Appomattox. Oscar Jamerson and sons are experienced in this field, and made it possible for timberland owners in this entire area to have an excellent market for their forest products.

Reason Sixteen: J. E. Jamerson & Sons. Experienced Builders are in constant demand, and Appomattoxx offers the people of this area one of the very best in J. E. Jamerson & Sons. They also feature a sales department for paints, blocks, brick, cement, etc. Call on them.

Nor ARE THE ABOVE ALL! Appomatox has many, many other fine business establishments. Trade with them. Support them. It is to your advantage to do business in Appomattox. We extend you an invitation to visit us.

This Community Message Sponsored by the following "Growing With Appomattox" firms and institutions, as a p ublic service

Appomattox Esso Servicenter
Robert L. Steppe, Prop.
A Complete Service Station in the Heart of Appomattox
Phone 8951 Route 460

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Appomattox, Virginia

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LeGRAND'S GULF STATION
Near Maud's Hot Shop, Route 460
Use Our Pick-Up Service
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"BOOTS" LeGRAND

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Dial 3131
A complete line of Hardware
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